Penna

Essex Advertising Scheme User Guide 2014-2015

Brought to you by Essex Education Services

Essex County Council

Essex Schools Advertising Scheme User Guide 2014-2015

The Advertisement Placement Scheme is the best method for schools to place recruitment advertising in the national or local press and is the only way to obtain an insertion in the Essex schools' vacancy bulletin – Jobscene. The Scheme is operated in conjunction with Penna, the Council's appointed advertising agency, and enables schools to place advertisements in a number of publications (including Jobscene) using the online submission system. It is far simpler to send one order to Penna than deal with several individual newspapers.

Penna derives its revenue from the media in return for preparing advertisements for publication, ease of accounting and prompt payment. If schools place advertisements directly with the media, generally costs will be higher. For example, the Times Educational Supplement (TES) has a higher rate for individual schools, to take into account their extra costs in invoicing and cash collection.

Obviously if a school orders a classified lineage advertisement and advertises direct with the media, and compares it with a larger display advertisement requested through this Scheme, there will be a variation in costs. Like must be compared with like. Remember, newspapers are in the business of filling columns with advertisements. This Scheme enables you to control the space taken and hence the cost.

This document is available on request in large print or Braille, on audio tape or disk.

Publication Deadlines

Advertisements can be placed on the Essex website only at any time. To advertise in Jobscene and other media publications please send final copy to Penna no later than 3PM THURSDAY for insertion in the following week's publications. Deadlines will always be earlier leading up to a Bank Holiday; please see page 2 for further details.

Jobscene appears once a week on a Thursday/Friday throughout the schools' academic year. It contains advertisements from all over the County and is a useful means of recruiting staff who live locally. It is also circulated to teaching colleges and other academic establishments throughout the country, and active jobseekers who request a copy.

Jobscene Dates 2014-2015

2014					
September	5	12	19	26	
October	3	10	17	24	
November		7	14	21	28
December	5	12			

2015					
January		9	16	23	30
February	6	13	20*	27	
March	6	13	20	27	
April	3 ■		17	24	
May	1	8	15	22	29*
June	5	12	19	26	
July	3	10	17		

* Half-Term Holiday Issue
■ Easter Holiday Issue

Closing dates for advertisements are 3.00pm on the Thursday of the week before publication except for the following issues:

Issue Date	**Closing Date**
7 November 2014	23 October 2014
9 January 2015	18 December 2014
27 February 2015	12 February 2015
17 April 2015	26 March 2015
5 June 2015	21 May 2015

The costs for placing an advertisement in Jobscene are as follows:

Jobscene Costs – Effective from 1 April 2012

Essex Community, Voluntary Controlled, Foundation, Voluntary Aided Schools (No VAT)	Lineage (Maximum 12cm)	¼ Page Display	½ Page Display	Full Page
Text only	£95.00	£160.00	£270.00	£430.00
Production charge for non standard basic template adverts	£60.00			
Pointer Advert *	Free			

* A pointer advert is a small advert indicating which section the main advert appears in.

Costs for other educational organisations are on application. Tel: 033301 30782.

Please note Jobscene is not published during school holidays except the spring and Whitsun half terms and the first week of the Easter holiday.

Placing your advertisement via the Online System: You can place all your advertisements with Penna through an online system. Please follow the step by step guide on how to use this system by visiting **www.essexschoolsjobs.co.uk**

For more information and advice on where to advertise your vacancy please call your Penna team on 020 7332 7797.

Please Note: All advertisements should be submitted using the online system. Please include the following details:

- School DfE number
- Publication(s)
- Insertion date(s)
- Classification
- Style of advertisement (see pages 9 to 11)
- School name and address
- Telephone number
- Email address
- Website address (if applicable)
- Advertisement text (including response details)
- Closing date
- Interview date (if applicable)

It is essential that you complete the online submission form fully, which must include the classification section (please see lists of classifications on page 5 of this booklet). If this is not completed accurately, Penna cannot be held responsible if any advertisement is not placed under the classification you want.

Word Count

When counting up the words, it is essential to include every word, or part of every group of words in your total.

The word count includes:

- All of the address (postcode = 2 words)
- Telephone number = 4 words

NB: The word count also includes all of the details of how to apply for the post, and the closing date.

Costs for advertisements of more than the number of words shown in the booklet will be calculated on request. Any extreme media rate increases may result in scheme price rises during the period of this manual in which case all schools will be notified in advance.

NURSERY

Teacher Training
Nursery-Headships
Nursery-Deputy Headships
Nursery-Assistant Headships
Nursery Senior Teachers
Nursery Advanced Skills
Nursery TLR1
Nursery TLR2
Nursery Mainscale

PRIMARY

Primary-Headships
Primary-Deputy Headships
Primary-Assistant Headships
Primary Senior Teachers
Primary Advanced Skills
Primary TLR1
Primary TLR2
Primary Mainscale

SECONDARY

Secondary-Headships
Secondary-Deputy Headships
Secondary-Assistant Headships
Secondary-Senior Teachers
Art and Design
Biology
Business Studies
Careers
Chemistry
Citizenship
Classics
Design and Technology
Economics
English
Environmental Studies
Expressive Arts
Food Technology
Geography
GTP
History
Health, Personal,
& Social Development
Development
Humanities
Information Technology
Law
Leisure & Tourism
Mathematics
Media Studies
Modern Languages
Music
Pastoral/Curriculum Management
Personal and Social Development
Peripatetic
Physical Education
Psychology
Physics
Religious Education
Science
Sociology
Social and Political Studies
Special Needs Teaching Posts
Speech and Drama
Other than by Subject
Vocational Studies

SPECIAL EDUCATION

SpecEduc-Headships
SpecEduc-Deputy Headships
SpecEduc-Assistant Headships
SpecEduc Senior Teachers
SpecEduc Advanced Skills
SpecEduc TLR1
SpecEduc TLR2
SpecEduc Mainscale

SUPPORT STAFF

OTHER POSTS

Early Years and Childcare
Housing for Teachers *1
Supply Agencies

*1. Accommodation is required for Teachers in Essex. Do you have a spare room to rent, or do you know of accommodation to be let? We provide a service in Jobscene to let teachers know of available accommodation. This service is free to private individuals who have a single room or property to rent. However, for private landlords with more than one room or property to let a charge of £50 (plus VAT) will apply.

All advertisements are limited to a maximum of 50 words.

To take advantage of this service please send your details to us at Essex County Council by telephoning 033301 30782 or emailing teaching@essex.gov.uk

Web advertising has become more effective in helping all employers, including schools, to recruit staff at all levels. All Essex schools' jobs advertised are automatically included on the Essex schools' jobs website www.essexschoolsjobs.co.uk, with the option of advertising in Jobscene.

You can, if you wish, advertise only on this website. This offers the advantage of same day advertising and there is no charge for this facility.

To make the recruitment process easier, the online ECC application form is available for all candidates who can then apply instantly for your jobs when the listings become live on the site. You can also attach job descriptions and other informative documents, thus saving on administration and time costs.

For those schools who do not require the Essex County Council application form, the site also provides the option to upload your own form, which will be available to candidates to download from your job listing.

In addition, the website offers an email alert system which immediately targets appropriate candidates for all jobs posted to this site – so you can be sure that your advert will be seen by those actively seeking employment.

THE GUARDIAN JOBS ONLINE

Many schools are now also advertising their roles across the Guardian Jobs site as they are offering discounted rates that are currently being used by 1,000's of schools to deliver quality response at a significantly cheaper cost than the TES. Please see below some package costs for the Guardian Jobs.

Stats

- **128,000** monthly Guardian Jobs users work in education
- **51,000** work in Schools, and **35,000** are teaching/academic staff
- The Guardian carry all **school job vacancies**, including senior leadership, school management, teaching or support staff.
- They offer advertising opportunities across all their digital platforms - guardianjobs.co.uk, Guardian Teacher Network, and education.guardian.co.uk to ensure you get a great response.

(Figures from the Guardian – August 2014)

Gold package - £700 (Costs shown are not inclusive of VAT or production charges).

Includes: job listing, employer name, job description, link to employer website, jobmatch (email out to all candidates that fit the criteria of the role), employer location and contact, job listing summary, employer logo in job listing, employer photos, job attachments, branded employer profile page.

Silver package - £550 (Costs shown are not inclusive of VAT or production charges).

Includes: job listing, employer name, job description, link to employer website, jobmatch (email out to all candidates that fit the criteria of the role), employer location and contact, job listing summary, employer logo in job listing, employer photos, job attachments.

Bronze package - £400 (Costs shown are not inclusive of VAT or production charges).

Includes: job listing, employer name, job description, link to employer website, jobmatch (email out to all candidates that fit the criteria of the role), employer location and contact.

THE TES

A TES web posting is compulsory when placing an advert in the TES publication. Penna automatically quotes for the cheapest option (Bronze) on all the costs shown in this booklet.

In peak advertising periods and for senior/hard to recruit to posts, upgrading to Silver or Gold is generally recommended, as this increases the exposure of your advert on the website.

Over 9 million visits per month to www.tes.co.uk
Over 2.76 million visits a month to www.tes.co.uk/jobs
3.3 million registered members to www.tes.co.uk
130,000 TES Job app downloads since it was launched in January 2014
349,000 readers per week to TES

(Figures quoted from TES 2014)

Single Job Postings

Gold Package £1,250 (Costs shown are not inclusive of VAT or production charges).
Silver Package £875 (Costs shown are not inclusive of VAT or production charges).
Bronze Package £789 (Costs shown are not inclusive of VAT or production charges).
Adverts can be placed on the TES website only, at these rates (without being printed in the TES publication).
If you have more than one post in your advert it will be charged at a higher composite rate (please contact Penna to obtain a quote).

Please request information from Penna if you would like to place your advert in any national or trade publication or on an appropriate website.

For example: The Evening Standard, Metro, Nursery World etc.

(National press deadlines will be different, so please allow extra time to process your advert.)

Some of the more popular websites that are available are:

Monster – www.monster.co.uk

Totaljobs – www.totaljobs.com

Jobsite – www.jobsite.co.uk

Fish4jobs – www.fish4.co.uk/jobs

www.WorkingMums.co.uk

Advertising online is cost effective and job postings are usually live within 48 hours. New candidates will see your advert every day it is live on the website (unlike print advertising which is only seen on publication day) and some sites allow responses to be tracked so the success of the advert can be measured.

Simple job postings through to bespoke campaign sites are available.

Penna can place your advert on any recruitment website – if you would like us to research the effectiveness of a site or provide further advice on online/national press advertising options please ring 020 7332 7909.

Lineage Advertisements

This is the cheapest style of advertising within Jobscene. These can be set as a quarter, half or full page advert.

Cold Norton Primary School
St Stephen's Road, Cold Norton,
Chelmsford, Essex CM3 6JE
Tel: 01621 827086.
Email: admin@coldnorton.essex.sch.uk

Full Time Foundation Stage / KS1 Teacher

MPR

Required September 2014

We are looking for an enthusiastic and creative Early Years teacher who is passionate about engaging young children in their learning.

The successful candidate will:

- have a good understanding of how to teach phonics
- value the partnership with parents and carers
- be able to contribute to wider school life.

In return we offer:

- very supportive staff and governors
- cross curricular themed planning style
- small KS1 class sizes

NQTs welcome to apply.

Visits to the school are warmly welcomed.

Please contact the Office Manager to arrange a visit and obtain an application pack.
Closing Date: 17th June 2014, Midnight
Interview Date: 24th June 2014

Display Without Logo

The next step up from lineage is a display without logo. This style of advert can include the Essex County Council logo but not a school logo.

The example below is of a half page advert in Jobscene. If you wanted this as a quarter page, you would have to include less text to ensure the depth is less than 12cm.

A Street, Somewhere,
Here, Essex XXoo oXX.

Headteacher

Group 1 L10-L16, NOR: 140
Required January 2013.

Due to the promotion of our existing Headteacher, the Governors are seeking to appoint a highly motivated, committed, and forward looking professional, who will build on the strengths of the school.

Cressing Primary is situated in pleasant, rural surroundings and is located between the towns of Witham and Braintree. It benefits from two newly built classrooms and facilities; a new library, Head's office and Medical room.

Following our recent "good" OFSTED we are looking for a person with excellent leadership, organisational and interpersonal skills to continue to move the school forward; someone who is able to work closely with Governors, staff, children and parents.
You should be able to demonstrate a commitment to developing the potential of children of all abilities, demonstrate the skill to maintain high standards within the curriculum and administration, and have an enthusiasm for the professional development of all staff.

Visits to the school are warmly welcomed and encouraged by arrangement with Mrs Wood at the School on 01376 583397.

For an application pack please contact Helen Edwards, Essex County Council, School Workforce Development Team, County Hall, Chelmsford CM2 6WN. Tel No: 01245 434039 or email: headships@essex.gov.uk

Closing date: 12 noon oo Xxxxxxx 2013.
Shortlisting date: oo Xxxxxxx 2013.
Interview date: oo Xxxxxxx 2013.

We expect all staff and volunteers to share our commitment to safeguarding children. We follow safe recruitment practices and all appointments are subject to successful DBS checks.

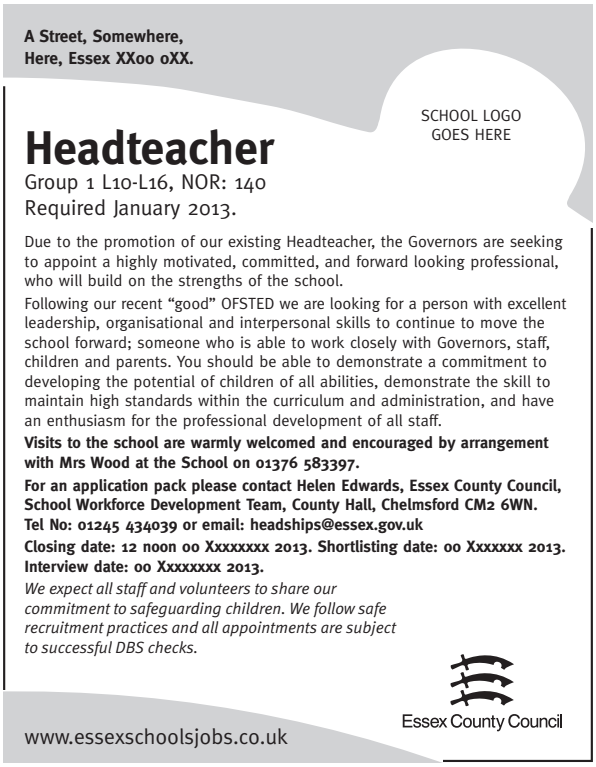
Essex County Council

www.essexschoolsjobs.co.uk

Display with Logo adverts

The Display with Logo template incorporates the Essex County Council logo and school logo, or only one logo of the school's choice.

The template on the right shows a display with logo as a quarter page, however these can also be created as a half page or a full page.


A Street, Somewhere,
Here, Essex XXoo oXX.
SCHOOL LOGO GOES HERE
Headteacher
Group 1 L10-L16, NOR: 140
Required January 2013.
Due to the promotion of our existing Headteacher, the Governors are seeking to appoint a highly motivated, committed, and forward looking professional, who will build on the strengths of the school.
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Essex County Council
www.essexschoolsjobs.co.uk

Creative Adverts

A creative brief is taken and the advert is designed from scratch.

This is specifically designed for the school and can, in addition to suitable wording, incorporate images or graphics that reflect the nature and ethos of the school.

These can be quarter page, half page or full page adverts.

A Street, Somewhere,
Here, Essex XXoo oXX.
SCHOOL LOGO GOES HERE
Headteacher
Group 1 L10-L16, NOR: 140
Required January 2013.
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Essex County Council
www.essexschoolsjobs.co.uk

Lineage and Semi Display Adverts

These are set by the media of your choice. Penna cannot provide a proof for these as the media do not provide them.

Please note that some media may not carry either of the above formats and in cases where they do word count maybe limited.

It is advisable to keep words to a minimum of 30-40 when choosing one of these styles.

Lineage

Cold Norton Primary School
St Stephen's Road, Cold Norton,
Chelmsford, Essex CM3 6JE
Tel: 01621 827086.
Email: admin@coldnorton.essex.sch.uk

Full Time Foundation Stage / KS1 Teacher

MPR

Required September 2014

We are looking for an enthusiastic and creative Early Years teacher who is passionate about engaging young children in their learning.

The successful candidate will:

- have a good understanding of how to teach phonics
- value the partnership with parents and carers
- be able to contribute to wider school life.

In return we offer:

- very supportive staff and governors
- cross curricular themed planning style
- small KS1 class sizes

NQTs welcome to apply.

Visits to the school are warmly welcomed.

Please contact the Office Manager to arrange a visit and obtain an application pack.
Closing Date: 17th June 2014, Midnight
Interview Date: 24th June 2014

Semi Display

Glebe Infant School and Unit for Hearing Impaired
Creswick Avenue, Rayleigh, Essex SS6 9HG
Tel: 01268 785414
Email: admin@glebe-inf.essex.sch.uk

Catering Manager
Band 3 Points 17 – 21
Permanent position
25.5 hours p.w. for 44.3 weeks per year
Required ASAP

We require a catering manager with successful experience of working in a busy school kitchen. We are very proud of the healthy, home cooked meals we offer which use fresh, local produce. This is an exciting time to join our school as we plan for the Government's free school meals programme from September 2014.

To request an appointment for a visit or application form please phone the Infant School on 01268 785414.

Closing Date: 15th July 2014, Midday
Interview Date: 18th July 2014

We are committed to the safeguarding and welfare of children and young people and expect all staff and volunteers to share in this commitment. Following safer recruitment procedures the appointments will be subject to satisfactory references, medical checks and enhanced DBS checks.

All external adverts (advertising outside of Jobscene) can also be set using the templates as shown on previous pages. However these can also appear in colour as shown below.

A Street, Somewhere,
Here, Essex XXoo oXX.
It's not just our students who go on a learning journey.
Headteacher
Group 1 L10-L16, NOR: 140
Required January 2013.
SCHOOL LOGO GOES HERE
We have an exciting opportunity for a visionary leader to build on the successes achieved so far. As Headteacher it is important to our school that you have the ability to see every child as an individual and to maximise their full learning potential. Our new Headteacher will have the ability to build rapport with pupils, empathise with and challenge staff and build mutually respectful relationships with parents. You will help our children in overcoming any barriers to their learning. As Headteacher you will build on developing our links with the community and build on our work as an extended school.
Our school offers a warm and friendly school environment and the person with the above qualities will have a rewarding experience. Informal visits to the school will be warmly welcomed.
Please phone 01206 864510 to arrange a convenient time.
Relocation expenses are payable in approved cases. For an application pack please contact Helen Edwards, Essex County Council, SchoolWorkforce Development Team, PO Box 47, County Hall, Chelmsford, Essex CM2 6WN.
Tel No: 01245 436247 or email: headships@essex.gov.uk
Closing date: 00 Xxxxxxxx 2012. Shortlisting date: 00 Xxxxxxxx 2012.
Interview date: 00 Xxxxxxxx 2012.
We expect all staff and volunteers to share our commitment to safeguarding children. We follow safe recruitment practices and all appointments are subject to successful DBS checks.www.essexschoolsjobs.co.uk
www.essexschoolsjobs.co.uk
Essex County Council

PRODUCTION COSTS

With the exception of Jobscene, Penna will be producing a proof for your approval as part of the advertisement sign off.

The total cost on the accompanying email will be the sum of the cost of the media and the production charge applied for the set-up of the artwork.

There will be no production charge for Jobscene unless you are advertising a Head Teacher role or have requested more creative input.

Please note that you are not only signing off the proof but also the details in the email i.e. the media, insertion date, size and total cost.

No proofs or costs are provided for semi-display or lineage advertisements.

Where an online proof is provided this is purely for the cost of the media and the media details. Penna cannot provide an online proof as this is controlled by each media.

This is how your proof stamp will look (see right).

PENNA MEDIA PATCH

File: 123456_p_190x129
Date: 14/8/13
Size: 190x129mm
Pub: Times Educational Suppl.
C/M: C
Proof: 1
A/W: Sue
A/H: Sharron

The agreed Production Charges are listed below:

Print advertising

All prices include copywriting, creative development and dispatch.

Activity	Price
Ad set-up and dispatch, any size	£60
Revisions beyond third proof	£20
Additional copies – including re-sizing and up to five amends – any size	£30

Online display

Prices include all creative development, copywriting, producing a gif backup and posting; when resizing for additional sites, add 10% per site.

Activity	Static	Animated	Rich media*
Buttons	£75	£100	£150
Banners	£125	£200	£250
Expandable banner	£250	£350	£450
Skyscrapers	£125	£200	£250
Expandable skyscraper	£250	£350	£450
MPU	£200	£300	£400
Overlays	£200	£300	£400

* Excludes video production at £95 ph.

Online listings and postings

This is for online job boards and excludes Jobscene. Prices include all creative development and copywriting.

Activity	Price
HTML email	£600
Job posting/listing including logo and copy	£80
Job posting plus logo with existing copy	£40
Additional posts	£40

Offline and online hourly rates

Activity	Price per hour
Copywriting	£95
Art direction/design	£95
Web designer	£95
Project manager	£95
Flash programmer	£95
Producer	£95
Front end development	£95
Database development	£95
Testing	£95
Natural Search/SEO*	£95
Miscellaneous/other	£95

EXAMPLE PRODUCTION COSTINGS

Example 1.

Where an advertisement is requested in Jobscene and the TES print.
Production will only be charged for the TES in print at £60.00.

Example 2.

Where an advertisement is requested in Jobscene and TES online.
Production will only be charged for the TES online (with existing copy) at £40.00

Example 3.

Where an advertisement is requested in two print media.
Production will be charged at £60.00 for the first media plus £30.00 per additional media.

Please note that proofs for Jobscene are only provided for Headships and senior roles or where requested but a fee will be applied at £60.00 or £30.00 where additional print media requested.

HEADSHIP RECRUITMENT

Headship recruitment is becoming more and more difficult. Many schools are finding that their first advertisement does not attract a sufficient number of quality applicants to enable them to make an appointment.

There are several ways the Authority can help schools with advertising and supporting your recruitment process.

This includes advising you on the best way to advertise a post, help with the writing of your advertisement and looking at your recruitment packs.

SUPPORT IN WRITING THE ADVERT

Support is available in writing the advertisement for Headships and other senior posts.

Please contact Helen Edwards on 033301 30778 or email: helen.edwards@essex.gov.uk

CREATIVE ADVERTISING

When advertising Headships and other senior posts, careful consideration needs to be given to when an advertisement is to be placed and what the competition is like.

For hard to fill posts it may be necessary to spend more in terms of the size and impact of the advertisement in order to attract the attention of potential applicants.

In these cases the use of a creative advertisement is often advised. This is specifically designed for the school and can, in addition to suitable wording, incorporate images or graphics that reflect the nature and ethos of the school. The wording of the advertisement is also crucial and support will be given to help put together the right words to promote the school.

The Job Description

Summarise the main purpose and scope of the job. Explain how it relates to the school or department.

The Person Specification

Identify the minimum qualifications required and the minimum amount of experience that is (a) essential and (b) desirable.

Think about where potential applicants are working now and what they will understand about the post.

Don't use education/local authority jargon unless you are certain the potential applicant will understand.

Salary/Pay/Benefits Packages

Include any additional benefits that your school offers, such as a personal laptop or extra allowances.

Recruitment Packs

Make sure that a well presented, readable information pack is available to send to candidates, particularly for more senior posts. Candidates should be able to see if they match the requirements and be motivated to apply.

Penna

PENNA CONTACTS

Group email address: essexschools@penna.com

Day to day team:
Estelle Foilleret – 020 7332 7909
Charlotte Flint – 020 7332 7876
Harpreet Lamba – 020 7332 7910
Laurel-Jade Jordan – 020 7332 7858
Georgia Cox – 020 7332 7790
Samantha Irvine – 020 7332 7749

Additional Contacts – 020 7332 7797
Lucy Costa-Smith – Client Services Team Manager
Shaun Samaras – Client Services Supervisor
Sarah Davis – Commercial Manager
Amy Morris – Senior Client Partner
Vanessa Collins – Head of Delivery, Attraction & Communications
Sharron Fowler – Client Delivery Manager

INVESTORS IN PEOPLE